

Tips for a Successful Garage Sale

Whether you're a "first-timer," an experienced "garage seller," or part of an organization raising funds, these tips will help you bring success to your door.

- 1) Decide if you want to hold your sale solo or have a block event. Group sales are fun—join with neighbors and friends.
- 2) Pick your own date or join others on Garage Sale Day. No matter what day you select, you do not need to register with the City of Sunnyvale.
- 3) Promote your sale! Advertise online, in the newspaper, and with signs in the neighborhood (see below). Choose a combination that is right for you.
- 4) Explore these resources provided to make the most of your event.
- 5) Visit the City's web site for additional information about holding and promoting a sale.

Advertise & Promote Your Event

Getting the word out about your garage sale is one key to a successful event!

Options include online advertising of your event, classified print/newspaper ads, signs to guide buyers to your location, flyers posted on local bulletin boards (libraries, college campuses, grocery stores, etc.), and more.

Your place of business may have an intranet with posting options. Explore your creativity!

Online Advertising

Some websites offer no-cost or low-cost advertising for garage sales. Several of these sites are listed below, but you may find others by doing your own searches. Have fun!

Post your sales event online at:

- www.craigslist.org - advertise your sale, sell items online, locate other sellers to hold a group event
- <http://garagesale.nearu.com/> - advertise your garage sale online (free up to 30 days before the sale)
- www.thepennysaver.com - advertise your garage sale, sell items in the paper or online
- www.g-sale.com - advertise your garage sale with a free listing
- www.yardsalesearch.com - advertise your garage sale free online
- www.recycler.com/ - advertise your items or sale free online
- www.luv2bid.fn.net/ - advertise events or items online
- www.garagesalehunter.com/index.asp - advertise your garage sale, browse tips and resources



Newspaper Advertising

Low-cost ads in local papers and shoppers can guide buyers to your location—utilize them as your budget allows.

Check deadlines in advance; some papers (weekly publications, for example) may need your ad at least a week before the event.

Make sure your ad includes:

- All dates and hours of the sale
- Specifics about items you're selling
- Location of the sale
- Any information that can help to set your sale apart



Some local publications include:

Sunnyvale Sun - Offers a special rate for Sunnyvale residents holding a sale on Garage Sale Day. Standard garage sale/classified ads include 12 words and appear in all Silicon Valley newspapers – *The Los Gatos Weekly Times*, *Saratoga News*, *Cupertino Courier*, *Sunnyvale Sun*, *Willow Glen Resident*, *Campbell Reporter*, and online at www.svcn.com. This resource has a combined total readership of 262,500. Call (408) 200-1025 or go online at www.svcn.com/class-place.html to place an ad.

The PennySaver - Offers a discount to Sunnyvale residents holding a sale on Garage Sale Day, just mention that when placing your ad. Standard ads include 16 words, run for one week in 10 distribution areas closest to your zip code with a readership of about 559,000. You may place your ad online (no charge) at www.thepennysaver.com, or call (800) 675-7355 for more information.

San Jose Mercury News - Their garage sale ads offer 4 lines, run for 3 days prior to your sale, with a readership of about 825,000. Call (408) 920-5111 or (800) 287-7878 to place an ad or go online: www.bayarea.com

Garage Sale Signs

- Use bold writing
- Add arrows to provide direction
- Respect the local City sign ordinances without cluttering the streets and neighborhood
 - Garage sale signs are allowed in the City of Sunnyvale provided that signs are located on the site of the event advertised
 - To provide safe visibility for drivers and pedestrians, signs located on a corner lot cannot exceed 3 feet in height
- **Coldwell Banker** delivers signs free of charge to garage sale participants. To request a sign, call (408) 616-2737 and leave your name, phone number and address, or email jdavis@cbnocal.com
- Check out these online sign resources for free downloadable/printable signs
 - www.yardsalesearch.com/signs/
 - www.garagesalehunter.com/flyers/FLYERS.ASP
- Please remove ALL signs when the event is over



Preparation & Sales Tips

What To Sell

- Furniture in general, especially dressers, bookcases and tables
- Nostalgia items these sell well, display them prominently
- Antiques
- Appliances, tools, garden equipment labeled “working” or “needs repair”
- Clothing
- Baby items
- Toys and games
- Sporting goods
- Plants
- Anything that still has usability and value

How To Price

- Use price tags for all items
- Garage sales are for bargain hunters; price accordingly
- Higher prices are reasonable for brand new items and antiques.
- When in doubt, check online pricing guides or auctions to see how similar items are priced
- Consider regrouping items or reducing prices on items that are not moving
- Be prepared to consider offers

How To Set It Up

- Select and prepare articles for sale in advance
 - Group related items
 - Clean items will sell better; remove dust or mold, wash clothing, etc.
 - Hang clothing if possible
- Set up convenient, attractive displays so shoppers can easily find merchandise
- Choose a highly visible location, such as your yard or driveway
- Provide a mirror for people trying on clothing or jewelry
- Provide a power source (extension cord) for testing appliances and power tools
- Have a central place to pay, and sufficient change
- Make receipts available if requested
- Have bags available (grocery bags)
- Remember the rules of conduct used by successful retailers courtesy, friendliness, fair dealings and willingness to offer service

Online Resources

Many websites offer tips and resources for holding a garage sale, yard sale or group fundraising event. Here are a few:

- www.yardsalesupplies.com - extensive tips for before, after and during the sale, plus free and for-purchase yard sale supplies
- www.howtosecrets.com/garage.htm - suggestions to attract buyers to your sale, steps to start a resale business
- www.garagesalehunter.com/TIPS/TIPS.ASP - browse tips and resources
- www.frugalitynetwork.com/garagesales.html - explore their many links to garage sale tips and resources
- www.yardsalesearch.com/tips.shtm
- www.reducewaste.org/garagesale - County of Santa Clara Recycling Department's tips for holding successful garage sales
- www.infostuff.com/pat/garage_sale_tips.htm - basic tips to prepare for and hold a sale
- www.luv2bid.com/articles/GarageSaleTips.htm - a review of tips offered online and links to those sites
- www.ifg-inc.com/Consumer_Reports/GarageSale.shtml - ideas for selecting items to sell, pricing, and more